



Children's
Miracle Network
Hospitals®

BUCKET SALE

STYLE GUIDE
2024

JOB #: 1338603888

IN MARKET DATE(S): AUGUST 2-4, 2024

PRIMARY

**ACE RED**

CMYK

C	0	CMYK	C	73	CMYK	C	0
M	100	C	0	M	16	M	0
Y	81	M	0	Y	0	Y	98
K	4	Y	0	K	0	K	0

RGB

R	227	RGB	R	6	RGB	R	255
G	25	R	0	G	167	G	255
B	55	G	0	B	224	B	0

HEX

d54443

**PANTONE
Black C**

CMYK	C	0	M	16	Y	0	K	100
------	---	---	---	----	---	---	---	-----

HEX
000000**SKY BLUE**

CMYK	C	73	M	16	Y	0	K	0
------	---	----	---	----	---	---	---	---

HEX
06A7E0**WHITE**

CMYK	C	0	M	0	Y	0	K	0
------	---	---	---	---	---	---	---	---

HEX
FFFFFF**CMN YELLOW**

CMYK	C	0	M	10	Y	98	K	0
------	---	---	---	----	---	----	---	---

HEX
FFDD00

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
Our standard price treatment remains the same throughout the quarter.

HEADLINE, SUBHEAD, NUMBERS

Mindset

UPPERCASE

Optical Kerning - 0

Body

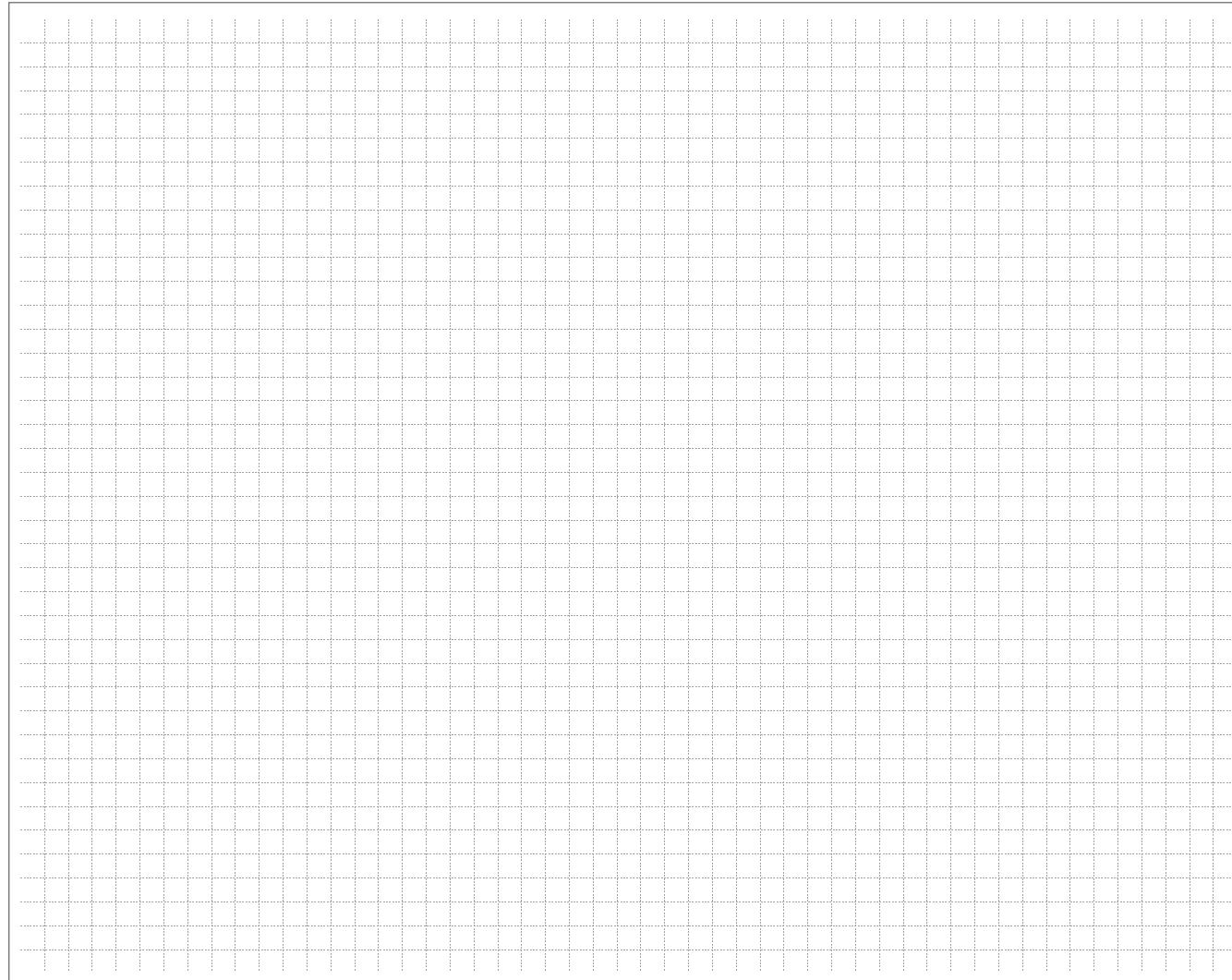
Roboto Bold

Sentence case

Optical Kerning - 0

[DOWNLOAD ASSETS](#)

Gray Graph Paper should be used as the background element in all pieces.



Gray Graph Paper

Filename: shutterstock_1907129758-gray.ai

DOWNLOAD ASSETS

IMAGE OF CMN ALL-STARS WITH BUCKET

Horizontal Grouping



Vertical Grouping



IMAGE OF BUCKET



Can be shown individually when animated

[DOWNLOAD ASSETS](#)

STEPS HORIZONTAL LAYOUT

- 1**
DONATE
\$5
to our local
CMN Hospital for a
five-gallon bucket*
While quantities last.
- 2**
RECEIVE
20% OFF*
almost everything
that fits in your bucket
1503390
- 3**
CELEBRATE
**100% OF YOUR
DONATION**
benefiting our local
CMN Hospital

CHILDREN BIO TYPE TREATMENT

NAME
Affliction
Hospital

EXAMPLE

LILY
Lifelong Patient
MultiCare Yakima
Memorial Hospital

DISCLAIMER SHOULD BE CLEAR AND CLOSE PROXIMITY TO DESIGN

*LIMIT ONE BUCKET AND ONE OFFER REDEMPTION PER CUSTOMER. Valid in-store only at participating Ace Hardware stores. Discount applies to the regular price of in-stock merchandise that can fit inside the bucket at one time. Merchandise placed in the bucket must remain in its original packaging. No rain checks will be given. Not valid on prior purchases. NOT VALID ON ALL BRANDS EVEN IF SHOWN IN THIS ADVERTISEMENT AND NOT VALID FOR THE FOLLOWING: rentals, services, gift cards, gov't issued items (e.g., garbage tags), building materials, pet food, fuel, power tools/equipment, small appliances, water heaters, grills, Benjamin Moore®, Big Green Egg®, EGO™, Magnolia Home by Joanna Gaines®, STIHL, Toro®, Traeger®, Weber®, and YETI®, and other items individual stores or acehardware.com/customer-service?page=exclusions may designate. Cannot be used with any other offer except rewards. See store for additional details. If merchandise is returned, customer will receive discounted price paid.

STEPS VERTICAL LAYOUT

- 1**
DONATE
\$5
to our local CMN
Hospital for a
five-gallon bucket*
While quantities last.
- 2**
RECEIVE
20% OFF*
almost everything
that fits in your bucket
1503390
- 3**
CELEBRATE
**100% OF YOUR
DONATION**
benefiting our local
CMN Hospital

Collateral Examples

FULL PAGE

AUGUST 2-4

STEP UP TO HELP KIDS

1 DONATE \$5 to our local CMN Hospital for a five-gallon bucket*. While quantities last.

2 RECEIVE 20% OFF* almost everything that fits in your bucket 150390

3 CELEBRATE 100% OF YOUR DONATION benefiting our local CMN Hospital

March Month Long AP1

2201226ML_001, Versions: CADS, FN, NR, NW, SO, TR

LILY Lifelong Patient University of Iowa Children's Hospital

AVERY Ongoing Patient Mayo Children's Hospital

LILY Lifelong Patient University of Iowa Children's Hospital

AVERY Ongoing Patient Mayo Children's Hospital

Children's Miracle Network Hospitals

MOD

MEMORIAL DAY EVENT MAY 16-31

20% OFF gallons* of Benjamin Moore ben® Interior Paint. Discounted items must be equal or less than regular price. Sorry, no rain checks. Brands may vary by store.

START YOUR PROJECT WITH PAINT SAVINGS! ON TOP BRANDS AND SUPPLIES

20% OFF gallons* of Magnolia Home by Joanna Gaines® Paint. Discounted items must be equal or less than regular price. Sorry, no rain checks.

BUY ONE GET ONE 50% OFF Purdy® or Wooster® Paint Applicators. Limit one per customer. Discounted items must be equal or less than regular price. Sorry, no rain checks. Brands may vary by store.

AUGUST 2-4

STEP UP TO HELP KIDS

1 DONATE \$5 to our local CMN Hospital for a five-gallon bucket*. While quantities last.

2 RECEIVE 20% OFF* almost everything that fits in your bucket 150390

3 CELEBRATE 100% OF YOUR DONATION benefiting our local CMN Hospital

SAVE \$700

Big Green Egg® XLarge Ceramic Grill & Smoker REG. \$1,399.99 \$1,259.00 SAVE \$100

Weber® Genesis® SE-330 Gas Grill REG. \$2,099.95 \$1,399.95 LIMITED QUANTITIES

Traeger® Timberline 850 Wood Pellet Grill

Accessories sold separately. REGULAR PRICE, EXCLUDING TAXES, FEES, AND DISCOUNTS.

REGULAR PRICE, EXCLUDING TAXES, FEES, AND DISCOUNTS.

REGULAR PRICE, EXCLUDING TAXES, FEES, AND DISCOUNTS.

Children's Miracle Network Hospitals

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POSTER



END CAP



PRICE SIGNS



COUNTER MAT



DISCLAIMER



REWARDS EXAMPLE

ACE
The helpful place.

AUGUST 2-4

STEP UP TO HELP KIDS

- 1 DONATE \$5**
to our local CMN Hospital for a five-gallon bucket*
While quantities last.
- 2 RECEIVE 20% OFF**
almost everything that fits in your bucket
1503390
- 3 CELEBRATE 100% OF YOUR DONATION**
benefiting our local CMN Hospital

SAVE \$XX
+Bonus Offers Inside!

Children's Miracle Network Hospitals

LILY
Lifelong Patient
MultiCare Yakima Memorial Hospital

NILE
Ongoing Patient
University of Iowa Stead Family Children's Hospital

AVERY
Ongoing Patient
UPMC Childrens Hospital

Outstanding Offers Inside (courtesy of your local Ace!)

ACE REWARDS
SHOP.EARN.SAVE

12505_CMN

ALWAYS REACHES FOR

YOUR CHOICE
\$119.00 - \$20 ACE REWARDS EXCLUSIVE*
\$99.00 each

DEWALT® 20 Volt MAX Lithium-Ion Power Tools & Accessories

- Compact Impact Driver Kit
- Wet/Dry Vac (bare tool)
- Bluetooth® Jobsite Speaker
- Compact Drill/Driver Kit

2029375, 2528445, 2862993, 2029374
Limit 4 each at this price.

YOUR CHOICE
\$139.00 - \$20 ACE REWARDS EXCLUSIVE*
\$119.00 each

DEWALT® 20 Volt MAX Lithium-Ion Power Tools & Batteries

- Battery 2 pk.
- Angle Grinder (bare tool)
- Circular Saw (bare tool)
- Reciprocating Saw (bare tool)

2402733, 2398386, 2393122, 2393114
Limit 4 each at this price.

YOUR CHOICE
\$229.00 - \$60 ACE REWARDS EXCLUSIVE*
\$169.00

DEWALT® ATOMIC 20 Volt MAX Brushless Lithium-Ion Compact Drill & Impact Driver Kit

2026479
Limit 4 at this price.

BUY ONE OF THESE GET THIS

FREE

DEWALT® 20 Volt MAX Power Stack Lithium-Ion Battery & Charger Starter Kit

2017896
Limit 4.

DEWALT® 20 Volt MAX Lithium-Ion Power Tools (bare tools)

- Compact Circular Saw
- Oscillating Multi-Tool
- Random Orbit Sander
- One-Handed Reciprocating Saw

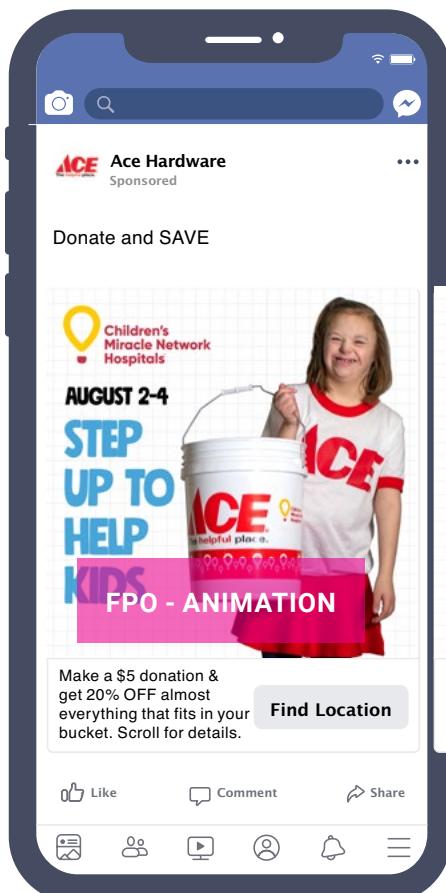
2002116, 2528395, 2862977, 2005818

Offers valid 6/1-6/27. See front of miler for details.

Children's Miracle Network Hospitals

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FACEBOOK EXAMPLE



SOCIAL COPY (ORGANIC, 280 character MAX)

Grab a bucket and help kids! Visit your local Ace on August 2-4 to make a \$5 donation to our local CMN Hospital and get a limited-edition 5-gallon bucket (while quantities last). Receive 20% OFF almost everything that fits in the bucket and support kids too! Exclusions apply. See details.

URL: www.acehardware.com/CMN-bucket-sale
 HEADLINE: Donate and SAVE
 LINK DESCRIPTION: Make a \$5 donation and get 20% OFF. Exclusions apply. See details.
 CTA: FIND LOCATION

VERSION PAID MEDIA (122 Characters)

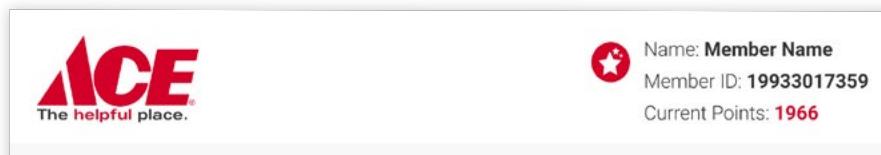
Make a \$5 donation to our local CMN Hospital at Ace and get a 5-gallon bucket (while quantities last) to fill with savings.

acehardware.com/CMN-bucket-sale

INSTAGRAM REGULAR & CAROUSEL POST COPY

Grab a bucket and help kids! Visit your local Ace on August 2-4 to make a \$5 donation to our local CMN Hospital and get a limited-edition 5-gallon bucket (while quantities last). Receive 20% OFF almost everything that fits in the bucket and support kids too! Exclusions apply. More details at www.acehardware.com/CMN-bucket-sale



EPSILON
EMAIL

SHOP TIPS & ADVICE THE PAINT STUDIO LOCAL AD

AUGUST 2-4 Children's Miracle Network Hospitals

STEP UP TO HELP KIDS

1 DONATE \$5 to our local CMN Hospital for a five-gallon bucket* While quantities last.

2 RECEIVE 20% OFF* almost everything that fits in your bucket 1503390

3 CELEBRATE 100% OF YOUR DONATION benefiting our local CMN Hospital

LILY Lifelong Patient MultiCare Yakima Memorial Hospital

FPO - ANIMATION

MAKE A \$5 DONATION AND RECEIVE 20% OFF!
WHILE QUANTITIES LAST.

Help Ace Support Your local Children's Miracle Network Hospital.

Visit your local Ace on August 2-4 and make a \$5 donation to our local CMN Hospital. Get your limited-edition, five-gallon bucket (while quantities last) and receive 20% OFF almost anything that fits in the bucket.

[MORE DETAILS](#)

ABOVE IMAGE:

Help Ace Support Your Local Children's Miracle Network Hospital.

BELOW IMAGE:

Make a \$5 donation and receive 20% OFF!
While quantities last.

COPY:

Visit your local Ace on August 2-4 and make a \$5 donation to our local CMN Hospital. Get your limited-edition, five-gallon bucket (while quantities last) and receive 20% OFF almost anything that fits in the bucket.

Desktop

Park Ace Hardware - Tinley Park, IL Open until 8 PM

ACE The helpful place.

Shop Services Projects & Tips Savings

What can we help you find?

Step Up To Help Kids AUGUST 2-4

MAKE A \$5 DONATION AND RECEIVE 20% OFF! WHILE QUANTITIES LAST.

Shop by Category

Grills & Smokers | Lawn Mowers | Lawn Care | Outdoor Storage | Outdoor Power Equipment | Power Tools | Gardening

Patio | Outdoor Heating | Ladders | Tool Storage | Paint | Coolers

FREE ASSEMBLY & DELIVERY on Push Mowers \$399+*

ACE REWARDS EXCLUSIVE

SHOP NOW Sign In or Join Now *See Details.

Mobile

Park Ace Hardware - Tinley Park, IL Open until 8 PM

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Shop Now *See Details.